

Message Text

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ACTION EA-12

INFO OCT-01 EB-08 ISO-00 /021 W
-----058653 200550Z /14

R 200325Z MAR 78
FM AMCONSUL SYDNEY
TO USDOC WASHDC
INFO SECSTATE WASHDC 8237
AMEMBASSY CANBERRA
AMEMBASSY PORT MORESBY
AMEMBASSY SUVA
AMEMBASSY WELLINGTON
AMEMBASSY NANILA
AMCONSUL AUXKLAND
AMCONSUL BRISBANE
AMCONSUL MELBOURNE
AMCONSUL PERTH

UNCLAS SECTION 1 OF 2 SYDNEY 0614

FOR: OIM/SILLOWAY

E.O. 11652: N/A
TAGS: BEXP, AS
SUBJECT: END-OF-SHOW CABLE REPORT

1. NAME OF EXHIBITION:
TRADE USE.
2. PLACE AND DATES:
ISLANDER HOTEL, PORT MORESBY, PAPUA NEW GUINEA,
MARCH 14-16, 1978
3. NUMBER PARTICIPANTS: 12
NUMBER OF EXHIBITORS: 30
(A) NTM EXHIBITORS: 18
(B) OTM EXHIBITORS: 12

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4. SALES DURING THE EXHIBITION: DOLS. 222,342
(A) NTM DOLS. 112,092
(B) OTM DOLS: 110,250
5. SALES PROJECTED FOR SUBSEQUENT 12 MONTHS: DOLS. 1,771,700
(A) NTM. DOLS. 839,500

(B) OTM. DOLS. 932,200

6. NUMBER OF SALES LEADS DEVELOPED: 1,903

7. NUMBER OF EXHIBITORS SEEKING EXREPS: 7

8. NUMBER OF EXREPS APPOINTED DURING
EXHIBITION: 7

9. NUMBER OF EXREP AGREEMENTS UNDER
NEGOTIATION:

10. NUMBER OF LICENSEE AGREEMENTS SIGNED: NIL

11. NUMBER OF LICENSEE AGREEMENTS UNDER
NEGOTIATION: NIL

12. NUMBER OF JOINT VENTURE AGREEMENTS
UNDER NEGOTIATION: NIL

13. (A) NUMBER OF REGISTERED TRADE VISITORS: 1,079

(B) NUMBER OF HANDCOUNT VISITORS: 1,314

14. GENERAL COMMENTS:

THIS EXHIBITION WAS VERY MUCH AN EXPLORATORY VENTURE ON THE PART
OF BOTH THE IMC AND EXHIBITORS, MANY EXHIBITORS USED THE
EXHIBITION TO TEST THE MARKET POTENTIAL FOR THEIR PRODUCTS IN
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PAPUA NEW GUINEA. "TRADE USA" PROVED IDEAL FOR THIS PURPOSE,
ESPECIALLY CONSIDERING THE COST AND DIFFICULTIES OF TRAVEL
WITHIN THIS NEWLY INDEPENDENT NATION. DESPITE THE
RELATIVELY SMALL NUMBER OF EXHIBITORS, WHICH WAS LIMITED BY THE
SPACE AVAILABLE, THE IMC FACED GREAT LOGISTICAL PROBLEMS
ORGANIZING AND PROMOTING THE EVENT. THE LEVEL AND QUALITY OF
SERVICES IN PAPUA NEW GUINEA ARE LOW BY AUSTRALIAN STANDARDS AND
COMMUNICATION IS DIFFICULT. GIVEN THESE PROBLEMS, THE GREAT
SUCCESS OF THE EXHIBITION WAS PARTICULARLY GRATIFYING. ALL ASPECTS
OF THE EVENT - ATTENDANCE, SALES AND REPPIND- FAR EXCEEDED BOTH
OUR EXPECTATIONS AND THOSE OF THE EXHIBITORS. WE ARE CONFIDENT
THAT TRADE USA SATISFIED A REAL NEED FOR PRODUCT KNOWLEDGE
IN P.N.G. AND THAT THE EXHIBITION WILL CONTRIBUTE SIGNIFICANTLY
TO TRADE RELATIONS BETWEEN THE TWO COUNTRIES. AS THE INAUGURAL
EVENT OF THE SYDNEY IMC, WE ALSO FEEL IT WAS AN AUSPICIOUS
BEGINNING FOR OUR NEW MULTI-NATIONAL OPERATION.

15. SUCCESS STORIES:

(A) PITNEY BOWES INC., STAMFORD, CONN. - PAPER HANDLING AND
FRANKING MACHINES (OTM): ACHIEVED ITS PRIME OBJECTIVE BY
DEVELOPING NEW BUSINESS LEADS WHICH RESULTED IN OFF THE FLOOR
SALES OF DOLS. 50,000 AND 12-MONTH PROJECTED SALES OF DOLS. 170,000.

RIC BAILEY, NATIONAL PRODUCT MANAGER OF THE AGENT, REMINGTON AUSTRALIA, REPORTED "AS A DIRECT RESULT OF THE EXHIBITION WE OPENED NEW MARKETS AND TOTAL UNDERSTANDING OF P.N.G. PROBLEMS ASSOCIATED WITH COMMUNICATIONS BOTH INTERCOUNTRY AND OVERSEAS. EDUCATION PROGRAMS WE WILL DEVELOP IN COOPERATION WITH GOVERNMENT OFFICIALS WILL FURTHER INCREASE OUR MARKET PENETRATION... WE LOOK FORWARD TO FURTHER ASSOCIATION IN THIS MANNER ... THE SHOW PROCEEDED WITHOUTPA HITCH." FORDON LITTLE, PITNEY BOWES' MARKETING MANAGER, ASIA/PACIFIC, WHO TRAVELLED FROM THE U.S. FOR THE EXHIBITION, FURTHER COMMENTED "DESPITE EXTREMELY DIFFICULT CONDITIONS THE STANDARDS OF THE SHOW WERE EQUAL TO AND IN SOME WAYS SUPERIOR TO OTHER U.S. DEPARTMENT OF COMMERCE SHOWS I HAVE PARTICIPATED IN OVERSEAS. WE KNOW WE ARE GOING TO DO SUBSTANTIAL BUSINESS IN A MARKET THAT WAS VIRTUALLY UNKNOWN TO PITNEY BOWES

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PRIOR TO THIS SHOW." (NOT CLEARED FOR PUBLICATION.)

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FOR OIM/SILLOWAY

(B) SINGER EDUCATION SYSTEMS, ROCHESTER, NEW YORK - AUDIOVISUAL PROJECTION EQUIPMENT (NTM) SINGER WAS REPRESENTED THROUGH THEIR AUSTRALIAN AGENT, IDEAS DEVELOPMENT CORPORATION (IDC). THE COMPANY ACHIEVED ITS PRIME OBJECTIVE BY APPOINTING A LOCAL AGENT. IN ADDITION, THERE WERE OFF THE FLOOR SALES OF DOLS. 1,400 AND 12- MONTH PROJECTED SALES OF DOLS. 140,000. BILL MCKAY OF IDC REPORTED "OUR FIRST PURPOSE WAS TO FIND AN AGENT AND TO INTRODUCE THE PRODUCT THROUGH THE EXHIBITION. BUSINESS ATTENDANCE IN THE SHOW FAR EXCEEDED OUR WILDEST EXPECTATIONS." (CLEARED FOR PUBLICATION.)

(D) SOCIETY FOR VISUAL EDUCATION INC., (SVE) CHICAGO, ILL. EDUCATIONAL SOFTWARE (NTM). ACHIEVED ITS PRIME OBJECTIVE BY DEVELOPING NEW SALES LEADS WHICH ARE EXPECTED TO RESULT IN SALES OF DOLS. 15,000 OVER THE NEXT 12 MONTHS. THIS IS EXCEPTIONAL WHEN IT IS CONSIDERED THAT THE AVERAGE VALUE OF THE UNCLASSIFIED

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PRODUCTS IS ONLY DOLS. 12 AND THAT PAPUA NEW GUINEA HAS A POPULATION OF ONLY THREE MILLION. RICHARD CLIVAZ, SALES DEVELOPMENT MANAGER OF L&S EDUCATIONAL EQUIPMENT WHO REPRESENTED SVE IN THE EXHIBITION SAID "THE U.S. TRADE EXHIBITION HAS PROVIDED THE IDEAL ENVIRONMENT FOR INTRODUCTION OF EDUCATION MATERIALS. THE IMMEDIATE RESPONSE HAS BEEN OVERWHELMING AND PROSPECTS ARE MUCH GREATER THAN ANTICIPATED." (CLEARED EXCEPT FOR SALES FIGURES.)

(D) INTERNATIONAL BUSINESS MACHINES CORP., NEW YORK, N.Y. - ELECTRONIC COMPOSING MACHINES, ELECTRIC TYPEWRITERS (OTM). IBM WAS A LAST MINUTE EXHIBITOR IN THE EXHIBITION AND DIFFERED FROM MOST OTHER EXHIBITORS IN THAT IBM'S PRIME OBJECTIVE WAS IMMEDIATE SALES. THIS OBJECTIVE WAS FULLY ACHIEVED WITH OFF THE FLOOR SALES OF DOLS. 31,500 AND 12-MONTH PROJECTED SALES OF DOLS. 64,400. COMMENTING ON THESE RESULTS, RAY WINSTANLEY NATIONAL SALES MANAGER OF IBM'S AGENT IN PAPUA NEW GUINEA, SAID" THE EXHIBITION HAS BEEN VERY WELL RECEIVED AND IT IS ENVISAGED THAT MANY SALES LEADS HAVE BEEN GENERATED FROM THIS EXPOSURE. THIS COMPANY BELIEVES THAT THE EXHIBITION WILL PROVE TO BE INVALUABLE TO THE INCREASE IN TRADE BETWEEN PNG AND THE USA". (NOT CLEARED FOR PUBLICATION.)

16. SPECIAL COMMENTS:

(A) THE EXHIBITION ATTRACTED VISITORS FROM 11 OF PAPUA NEW GUINEA'S 19 PROVINCES. IN ADDITION, THERE WERE 23 OVERSEAS VISITORS FROM AUSTRALIA, NEW ZEALAND, SINGAPORE, JAPAN AND THE PHILIPPINES.

(B) EXHIBITION SPACE WAS AT A PREMIUM. THREE ADDITIONAL U.S. EXHIBITORS WERE INCLUDED AT THE LAST MINUTE WITHIN TWO EXISTING BOOTHS. THEY WERE:

- (1) GENERAL COLD CORP.
EMPIRE STATE BUILDING

NEW YORK, N.Y. 10001

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EXHIBITING WATER COOLERS.

(2) INTERNATIONAL BUSINESS MACHINES CORP.

821 UNITED NATIONS PLAZA

NEW YORK, N.Y.

EXHIBITING: TYPEWRITERS, ELECTRONIC COMPOSING MACHINES.

(3) SIMPLEX TIME RECORDER CO.

GARDNER, MASS.

EXHIBITING: TIME RECORDING SYSTEMS.

THE ADDITION OF THESE THREE U.S. EXHIBITORS MEANT THAT EXTRA BOOTH SPACE HAD TO BE PROVIDED IN AN OUTDOOR PATIO AREA ADJACENT TO THE EXHIBITION. IN PAPUA NEW GUINEA'S CLIMATE THE EXHIBITORS AFFECTED WERE A LITTLE WARM BUT DELIGHTED WITH THE BUSINESS RESULTS.

(C) THE EMBASSY COMMERCIAL SECTION ORGANIZED A ROUND TABLE DISCUSSION FOR EXHIBITORS ON 'DOING BUSINESS IN PAPUA NEW GUINEA'. SPEAKERS INCLUDED A CUSTOMS AGENT, A BANKER, A LOCAL BUSINESSMAN AND A REPRESENTATIVE FROM FARRELL LINES. NTM PARTICIPANTS FOUND IT VERY INFORMATIVE.

(D) ON CLOSING DAY, THE ISLANDER HOTEL STAGED AN AMERICAN STYLE BUFFET LUNCHEON. THE DINING ROOM WAS DECORATED WITH U.S. TRAVEL POSTERS AND THE TABLES ALL HAD A MINIATURE U.S. FLAG. THIS FOOD PROMOTION WAS SUCCESSFUL IN ATTRACTING A LARGE NUMBER OF PEOPLE WHO ALSO VISITED THE EXHIBITION.

(E) THE PNG MINISTER OF FINANCE SPOKE AT THE OPENING VIP RECEPTION. AFTER BEING INTRODUCED BY THE AMBASSADOR HE GAVE A SPEECH COMMENTING ON THE APPROPRIATE CONTRIBUTION TRADE USA WAS MAKING TO BILATERAL RELATIONS. SEVERAL OTHER MINISTERS AND DEPARTMENTAL SECRETARIES ATTENDED THE SHOW.

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